

Behzad “Bez” Tabatabai

818-693-4868 | behzad@behzad.com | linkedin.com/in/behzad | behzad.com | Los Angeles

PROFESSIONAL SUMMARY

Creative Operations Leader with 15+ years building high-performing teams and streamlined workflows — especially in fast-paced environments. I’ve led internal and external agencies for nonprofits, publishers, healthcare, and consumer brands, driving efficiency through strong mentorship, clear systems, and scalable processes. Known for calm, solutions-focused leadership, high-level organization, and clear, empathetic communication across functions. I bring a strategic mindset, a collaborative spirit, and a deep belief in team culture — helping people work smarter, support each other, and bring bold ideas to life on time, with purpose, and in service of the mission.

KEY SKILLS & EXPERTISE

- Creative & content operations across print, digital, and video
- Workflow optimization, process automation & SOP development
- Data analytics, project tracking, resource planning & status reporting
- Cross-functional collaboration & stakeholder alignment
- Team mentorship & people-first leadership under pressure
- Strategic planning, risk management & issue escalation
- Vendor, freelancer & agency partner coordination
- Strong communication: written, verbal & visual
- PM tools: Wrike, Asana, Jira, Monday, Airtable, ClickUp (Top 10% certified)
- Tech-forward mindset with passion for emerging tools, AI, and innovation

PROFESSIONAL EXPERIENCE

Founder & Creative Operations Director: *Pixsoul, Inc. | 2000 – Present*

(Consulted independently between corporate leadership roles shown below).

Led a boutique agency and creative operations consultancy serving nonprofits, publishers, healthcare providers, and consumer brands.

- Ran full service creative operations, directly managing internal agency teams, freelancers, and vendors to support large-scale, multi-channel marketing campaigns.
- Planned and executed targeted marketing campaigns supporting brand awareness, conversion goals, and regional compliance requirements across diverse audiences.
- Designed HIPAA-conscious workflows and led app development for pharmacy clients and UCLA’s Cancer Center, incorporating regulatory and privacy protocols.
- Used Agile-inspired methods to manage QA, feedback loops, and evolving task priorities during app development and creative launches.
- Created video campaigns, branded content, and creative strategy for mission-driven nonprofit clients.
- Facilitated operational team offsite to analyze challenges, map solutions, and align stakeholders around actionable plans.
- Mentored PMs, designers, and content creators to reinforce SOPs, creative confidence, and collaboration.
- Trusted liaison between business, creative, and engineering leads — known for calm, proactive solutions and a service-first mindset.

Creative Project Manager & Asset Architect: *GrowYourBase / Slingshot DAO | 2020 – 2024*

Led content workflows and campaign delivery for a Web3/gaming startup and its partner DAO incubator.

- Managed branded content pipelines and community launch campaigns, including social pushes, influencer partnerships, and video series.
- Scripted and produced a viral animated promo video distributed across multiple platforms.

- Designed and maintained proprietary digital asset management (DAM) systems with metadata compliance.
- Built scalable intake and approval workflows, milestone tracking, and automated status reporting to support rapid creative throughput and cross-functional collaboration.
- Managed ~\$100K in campaign budgets and trained teams in asset tagging and delivery standards.
- Planned digital marketing journeys for web and app audiences — from persona definition to creative delivery and analytics review.
- Created content strategy aligning with business goals and growth KPIs.

e-Business Director: *Boss Audio International* | 2016 – 2018

Oversaw multi-channel creative campaigns and content production for a global consumer electronics brand.

- Led redesign of the company website and e-commerce platform, owning UX, UI, and creative asset strategy.
- Managed digital ad spend and creative content across Amazon, Walmart, and global retail partners.
- Centralized content systems to ensure version control, legal compliance, and accurate distribution.
- Convened stakeholders from leadership to warehousing to define core brand values for Nyne — shaping messaging still in use nearly a decade later.
- Trained internal teams on workflow best practices to reduce friction and error rates across functions.

General Manager: *Ikon Audio International* | 2007 – 2013

Led product marketing, packaging, and creative operations across North American and international markets.

- Oversaw in-house creative team and external partners for print, packaging, POS, and digital campaigns.
- Negotiated vendor contracts and managed creative production budgets.
- Developed SOPs and proofing systems that reduced revision cycles by 40%.

NOTABLE PAST ROLES & INDUSTRY IMPACT

Chief Operating Officer: *Design Quorum & Gift Motif* | 2006 – 2015

Led an award-winning corporate communications agency, overseeing branding, web development, and eCommerce strategy for high-profile clients such as Nissan North America.

- Directed multidisciplinary creative teams across branding, digital marketing, and eCommerce initiatives.
- Built efficient intake, review, and approval workflows supporting multiple client initiatives.
- Coordinated agency resources, managed freelancers, and enforced scope, timeline, and quality standards.
- Collaborated with client marketing, legal, and product teams to ensure compliant, user-centered deliverables.
- Fostered a culture of collaboration through mentorship and shared success frameworks.
- Balanced multiple client timelines in fast-paced creative cycles while maintaining alignment with marketing goals, legal requirements, and production deadlines.

General Manager: *AdOut (Advertising Outsourcing)* | 1993 – 1999

Led a national agency that scaled from boutique design shop to a 150+ person creative production powerhouse.

- Designed triage-based creative production workflows adopted by newspapers and agencies nationwide.
- Managed internal departments including design, operations, and training.
- Delivered live and remote creative software training for Adobe Suite, FileMaker, and MacOS.
- Created automations for asset management, version control, job trafficking, data processing, and ad creation.

EDUCATION

BA | English-American Studies | Minor Political Science — University of California Los Angeles

Awarded UCLA President's Medal of Honor (3 recipients out of 30,000 undergraduates)

LANGUAGES

English, Persian (Farsi), Conversational Spanish